

LEO BURNETT U.S.A.

Ad No. 1020 - Writer: May - Art Director: Mark - Color: Orange & Black - Rolling Month, 1977
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Marlboro Lights

The spirit of Marlboro
in a low tar cigarette.



Lower in tar. And still offers up
the same quality that's made
Marlboro famous.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

12 mg. "tar," 0.8 mg. nicotine av. per cigarette. FTC Report Apr.'78



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Source: <https://www.industrydocuments.ucsf.edu/docs/skxn0003>

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